

flexmls Tip!

Maximize Your Effectiveness When Setting up a Subscription in flexmls With These Tips

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Don't get tripped up when setting up a Subscription in the flexmls system. Use these best practices to ensure listings are sent to your contacts- peaking their interest and increasing the chances of a future home purchase!

Here's how you do it:

1. Preview Mode:

Only turn on Preview Mode if you do NOT want your client to be sent listings. This feature will only send the listings to you, the agent, and you will need to approve which listings should be forwarded on to your Contact.

The screenshot shows the 'Edit Subscription' interface with several key settings highlighted by red boxes and numbered 1 through 6:

- 1** Preview Mode: Set to 'Off'.
- 2** Send notification of new listings to: Checked for 'You (sender)', 'Selected contacts', and 'Send me an email when a contact clicks the link'.
- 3** Contacts: A dropdown menu showing 'Christy Texas' and an 'Add New Contact' button.
- 4** Schedule: 'Weekly' selected with all days (Sunday through Saturday) checked.
- 5** Subject: 'New Listings from Christy Pierangeli at GKAR'.
- 6** Body: 'Here are the listings that match your search criteria. Please let me know if you need any additional information.'

2. Notifications:

The default is set with all options turned on, or checked.

- If you do not wish to receive a copy of the email your Contact is being sent, uncheck the box labeled, "Send me an email when a contact clicks the link".
- If you do not wish to receive notifications when your Contact clicks to view the listings in the email they receive, uncheck the box labeled, "Send me an email when a contact clicks the link".

3. Contacts:

Hover your mouse pointer over the name of the Contact to verify that all of the email addresses display where you want the listings to be sent.

4. Schedule:

Select the frequency at which you want listings to be sent to the Contact. Keep in mind that the ASAP option will send one email per listing to your Contact because the email is generated as soon as a listing is entered into the MLS system that matches the Contact's Saved Search.

5. Subject:

Type the subject you would like to use every time listings are emailed to the Contact.

6. Body:

Be sure to enter a message to your client. Emails without content are more likely to be caught by junk or spam filters.